

Advantech-DLoG with New Products and Pioneering Features for Logistics at LogiMAT 2014



Advantech-DLoG is presenting an enhanced portfolio for the complete supply chain with an even stronger focus on the respective customer situation and a global service supplier network

Germering, December 17, 2013 – Advantech-DLoG will be increasingly concentrating on the immediate situation of customers, their needs and areas that require solutions. Advantech-DLoG is presenting new product series with new features for distribution, material and information flow at the 12th LogiMAT in Stuttgart from February 25 to 27, 2014. The new product series allow existing product portfolios to be enhanced with a focus on the customer and are offered worldwide.

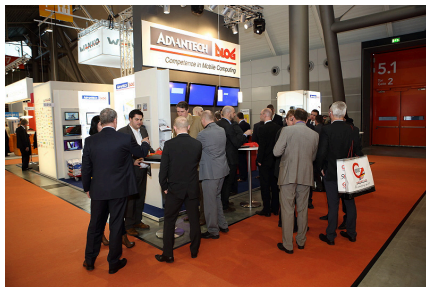
"While we previously focused on which products and technologies we carry in our portfolio, we are now starting product development with discussions with customers to understand what drives them," explained Robert Vasenda, who is responsible for Global Strategic Product Management & Marketing at Advantech-DLoG. Where is there potential for improvement? What are the challenges that staff members who work using the products every day have to face? Consultants and developers in global companies and partner networks search for a solution for these and other questions. The large, global network of technology partners ensures that all customers receive quality support, on site in their time zone, in their own language and with the kind of treatment and reactions that is expected.

New Features for Logistics

1. Uninterrupted power supply (UPS) is getting smarter with charging/discharging circuit and terminal integration, which provides ideal protection and optimizes the terminals for servicing at the same time. Efficient working and increased saving potential, especially in shift work, are the result.
2. Following the success of capacitive technology in the consumer market, this technology is now also available in industrial environments. Thanks to capacitive touch technology, the terminals from Advantech-DLoG "are as resistant as conceivably possible." With resistive technology having reached its limits, capacitive technology is now enabling even higher resistance.

New Product Series at Advantech-DLoG

"Thanks the large product portfolio of our parent company, we can individually expand our portfolio in the logistics and production environment," says Vasenda. For example, the large display terminals such as the UTC series (up to 32") as well as box PCs small enough to fit in the palm of your hand, are new in the Advantech-DLoG portfolio.



Caption: Advantech-DLoG Logimat Trade Fair Booth

Additional information available at: <http://www.advantech-dlog.com/>

About Advantech-DLoG:

DLoG GmbH, acquired by Advantech in March 2010, has become a member of the Advantech Group and is now the global Headquarter for Digital Logistics, which addresses vertical markets such as warehousing and distribution, fleet management and demanding industrial automation.

The DLoG GmbH was established in 1985 and has made a name for itself as a global player in the field of industrial PC and vehicle terminal solutions for extremely challenging environments - in construction machinery, forklifts, trucks, mining equipment and industrial production.

The new brand name of Advantech-DLoG combines the experience and market leadership gained by both companies in the past with the objective of turning Advantech-DLoG into a leading global provider for selected vertical markets such as warehousing, heavy goods management and fleet management.

Advantech-DLoG is the byword for cutting-edge sectoral innovation and a high level of quality. Within the framework of a comprehensive support, sales and marketing network, more than 3,600 employees are dedicated to providing swift time-to-market services for Advantech-DLoG's global customer base.

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